



# WISCONSIN LEGISLATURE

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Public Service Commission of Wisconsin  
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September 10, 2007

Commissioners, Wisconsin Public Service Commission (PSC)  
Attn: Ms. Sandra J. Paske, Secretary to the Commission, PSC  
PO Box 7854  
Madison, WI 53707

Dear Commissioners:

We are writing in response to the Public Service Commission's proposed changes to the area code in northern Wisconsin given that available phone numbers are expected to be exhausted by late 2009. We are aware of the options being presented by the PSC and would like to express our strong support for adopting a geographic split for area code 715 that keeps Area "A" in the rate center map, the northwestern portion of Wisconsin, with the same 715 area code.

While we understand the prevailing sentiment that all consumers, and subsequently their representatives, do not want change, we believe there are two unique reasons why northwestern Wisconsin should retain the current 715 area code in a geographical split. First, our proximity to the Twin Cities means that a change would not only affect western Wisconsin, but also the millions of people and businesses in the Twin Cities. There is a substantial economic link between the Twin Cities and western Wisconsin, as well as between Duluth and Superior, which is unique to our part of the state. Secondly, the comparative growth in our region would likely lead to another split in 19 years, as opposed to 24 years in the eastern part. Therefore, northwestern Wisconsin would be inconvenienced more often if it were forced to have a new area code.

Maintaining the 715 area code in the rapidly expanding areas of northwest Wisconsin is the best option and is necessary to protect the economic interests of Wisconsin.

We hope this information is helpful, and appreciate your review and consideration of these reasons as you weigh your decision.

Sincerely,

Sheila Harsdorf  
State Senator  
10<sup>th</sup> Senate District

Bob Jauch  
State Senator  
25<sup>th</sup> Senate District

*Kitty Rhoades*

Kitty Rhoades  
State Representative  
30<sup>th</sup> Assembly District

*Barbara Gronemus*

Barbara Gronemus  
State Representative  
91<sup>st</sup> Assembly District

*Ann Hraychuck*

Ann Hraychuck  
State Representative  
28<sup>th</sup> Assembly District

*John Murtha*

John Murtha  
State Representative  
29<sup>th</sup> Assembly District

*Terry Moulton*

Terry Moulton  
State Representative  
68<sup>th</sup> Assembly District

*Mary Hubler*

Mary Hubler  
State Representative  
75<sup>th</sup> Assembly District

cc: Lori Sakk, PSC Legislative Liaison  
Gary A. Evenson, Administrator – Telecommunications Division